

Health Communication and Informatics Research Branch (HCIRB)

<http://cancercontrol.cancer.gov/brp/hcibr/>

About HCIRB

Mission:

To advance research on the processes and effects of communication and informatics across the cancer control continuum.

HCIRB supports research in communication and informatics that has the potential to increase access to and use of health information, improve consumer understanding of cancer-related information across multiple levels, enhance patient-provider communication, and accelerate the translation of research discoveries into public health and clinical practice.

Scientific Priority Areas:

Behavioral Informatics

- Data and technology use by consumers, patients, caregivers, providers, public health organizations, and healthcare systems
- Improved care through Electronic Health Records and Personal Health Records

Health Literacy and Health Disparities

- Interventions to narrow the digital divide and promote health literacy among underserved populations
- Factors related to communication inequalities in cancer prevention and control

Public Health Message Environment

- Multi-level approaches to communication about cancer prevention and control topics such as vaccination, tobacco use, diet and physical activity
- Integration of socioeconomic, cultural, environmental and policy factors into message design, evaluation and dissemination

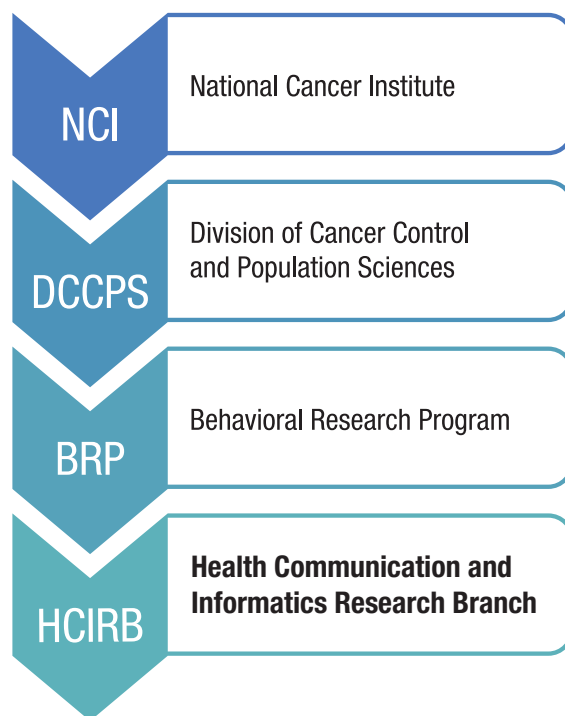
Media Effects

- The role of media as a source for cancer health information
- Implementation of/communication about cancer control policies and guidelines (e.g., graphic warning labels)

Social Media and Technology-Mediated Communication

- Innovative methods to examine and leverage user-generated content
- Rapid approaches to health communication and interventions (e.g., real-time data capture, social marketing, mobile health)

Organizational Structure:



Funding:

Understanding and Promoting Health Literacy

PAR 13-130/13/132

NCI Contact: Dr. Wen-Ying Sylvia Chou

Innovative Health Information Technology for Broad Adoption by Healthcare Systems and Consumers (SBIR)

PA-12-196

NCI Contact: Dr. Bradford Hesse

Mobile Health: Technology and Outcomes in Low and Middle Income Countries

PAR-14-028

NCI Contact: Dr. Bradford Hesse

Meet featured grantees funded by HCIRB online at: <http://staffprofiles.cancer.gov/brp/granteeList.do>



Resources and Tools:

Health Information National Trends Survey (<http://hints.cancer.gov/>)

A nationally representative survey designed to monitor changes in the rapidly evolving health communication environment and collect data regarding public need for, access to, and use of health information.



Partnering Against Cancer Today (PACT)

A published blueprint coauthored by communication scientists at the American Cancer Society, the Centers for Disease Control and Prevention, and NCI to advance communication and improve the integration of current scientific knowledge across levels of cancer control.

"Cancer Prevention and Control in the Changing Communication Landscape"

Special Issue of JNCI: Monographs, edited by HCIRB staff, lays out a foundation for the next generation of cancer communication research.



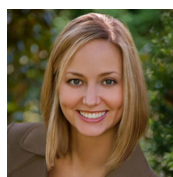
The HCIRB Team



Bradford Hesse, PhD

Branch Chief

Health communication, informatics research, human system integration



Kelly Blake, ScD

Program Director

Media effects, communication inequality, public health policy, social epidemiology



Wen-Ying Sylvia Chou, PhD, MPH

Program Director

Web 2.0 and social media, health literacy, global health, patient-provider communication, mixed methods and qualitative research



April Oh, PhD, MPH

Program Director

Social determinants of health, community health promotion, contextual influences on diet, physical activity and communication



David Ahern, PhD

Special Advisor

Health and behavioral informatics

Learn more about HCIRB funding, research, and training programs at:

<http://cancercontrol.cancer.gov/brp/hcirb/>



National Institutes of Health
Turning Discovery Into Health

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